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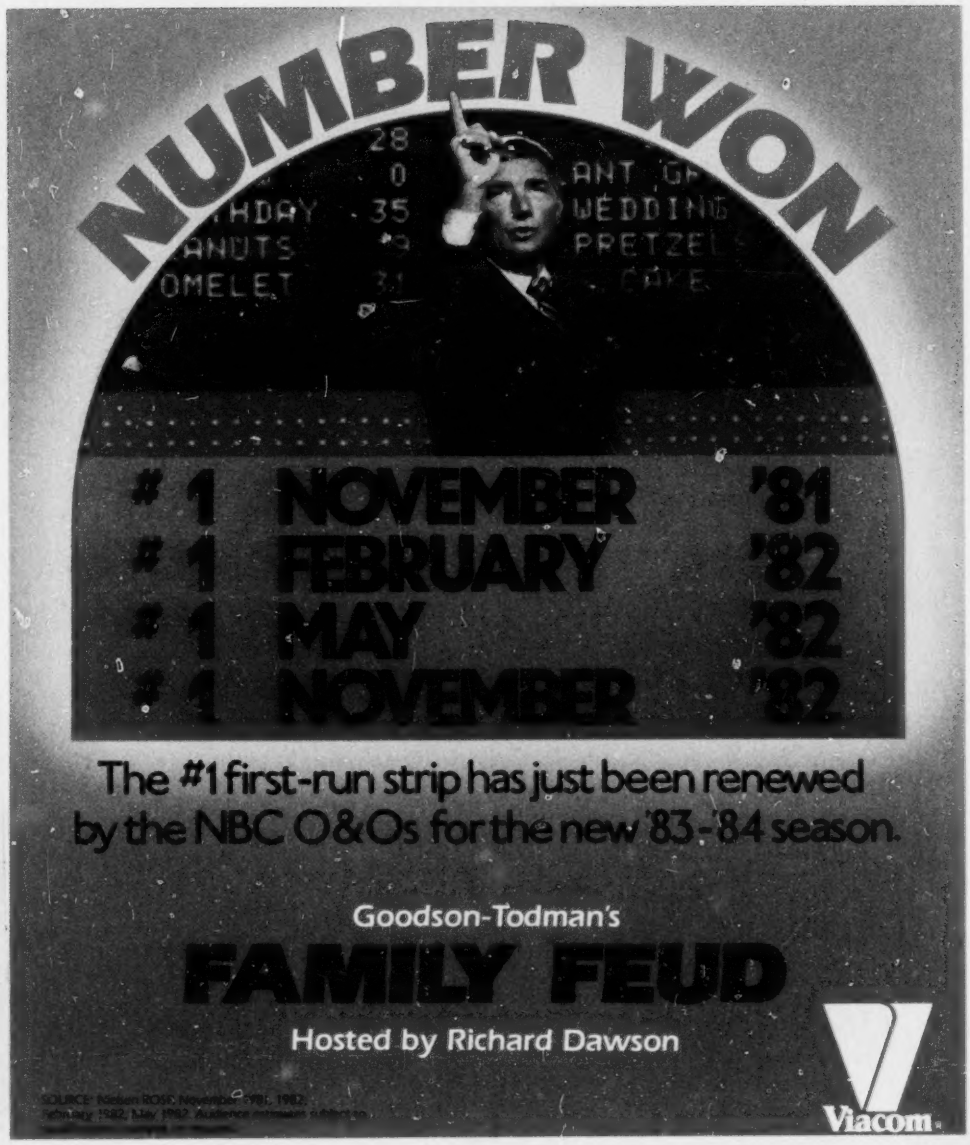

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Broadcasting Mar 28

NATPE's inauspicious confab in Vegas □ Metromedia's ad hoc proposal □ Lorimar buys K&E

DOWNBEAT CONVENTION □ NATPE's '83 show is less than rousing success. Finger points to few new programing ideas, little substance on panels and absence of heavy hitters on agenda. **PAGE 31.**

AD HOC BEGINNINGS □ Metromedia is putting the wheels in motion for a once-a-month network; Embassy Network would go quarterly. **PAGE 33.**

CONGRESSIONAL CAVEAT □ Waxman and Wirth introduce bill that would freeze present FCC financial-syndication rules and PTAR. **PAGE 34.**

MDS SHOWDOWN □ Multichannel MDS proponents want FCC to set aside ITFS spectrum for their use, which is not to the liking of present and potential users of that spectrum. **PAGE 35.**

TARGETED BUY □ Lee Rich's Lorimar Productions buys Kenyon & Eckhardt for $21 million. **PAGE 36.**

NATPE NEWS □ Few-first run offerings make NATPE's program bazaar less than smashing success. *Thicke of the Night, Love Connections* and *Newscope* among the most popular. **PAGE 48.** Session with four FCC commissioners finds not all march to the beat of Chairman Mark Fowler. **PAGE 52.** Commissioner Dawson talks of reviewing financial rules in context of entire video marketplace. **PAGE 54.** Katz executives discuss inventory control as key to program strategy. **PAGE 58.** Arguments for and against repeal of the financial interest and syndication rules are revisited. **PAGE 60.** Silverman and Frank highlight TV critics session on views of future networking. **PAGE 62.** International market small but growing area for sales and co-productions. **PAGE 67.** Research, promotion and localism seen as keys to dominance. **PAGE 68.** Cheers for ad hoc networks come from independents who see them as way to compete with the three major broadcast networks. **PAGE 70.** NATPE takes a look at the new technologies and programing possibilities therein. **PAGE 72.** ABC, NBC and CBS review and preview programing highlights with their affiliates. **PAGE 74-76.** Cooperation urged among cable operators, programers and broadcasters. **PAGE 77.**

SPACE SALE □ Court will review domestic satellite policy to see whether transponders can be sold. **PAGE 83.**

S. 66 POSTPONED □ Democrats want more time to examine bill. Both sides in compromise, NLC and NCTA, believe pact will hold. **PAGE 86.**

CABLE'S BEATING □ FCC financial figures for 1981 show revenues way up and profits way down for cable industry. **PAGE 91.**

DIGITAL JOCKS □ Sony Corp., in an effort to spur audio digital disk sales, is lending new technology to FM radio stations in 20 major markets. **PAGE 95.**

THORNY TIMING □ Mini-series that features priest's adultery receives criticism from some quarters for its scheduling during Christian Holy Week. **PAGE 96.**

NUCLEAR FALLOUT □ *Special Bulletin,* NBC's movie on national media coverage of atomic age terrorism, draws 1,255 complaints to network. **PAGE 97.**

TEAMWORK □ Programing talents of Kent Burkhart and Lee Abrams have proved winning combination for their clients and helped them to top rank of radio program consultants. **PAGE 123.**

INDEX TO DEPARTMENTS

Business 91	Datebook 22	In Brief 124	Riding Gain 42
Business Briefly 14	Editorials 126	In Sync 94	Stock Index 90
Cablecastings 8	Fates & Fortunes 119	Law & Regulation 83	Tehnology 95
Changing Hands 88	Fifth Estater 123	Monday Memo 28	Telecastings 99
Closed Circuit 7	For the Record 100	Programing 96	

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INDEX TO ADVERTISERS ■ ABC Video Enterprises Inc. 11 □ Accu-Weather Inc. 18 □ The American Speech-Language-Hearing Assn. 84 □ Ampex Corp. 4, 63, 64, 65, 66 □ BMI 30 □ Blackburn & Co. Inc. 88 □ Blair Television 59 □ The CBS Owned Radio Stations 47 □ Cetec Antennas 82 □ Classified Ads 106-118 □ ColoRgraphics Systems Inc. 73 □ Columbia College 94 □ Columbia Pictures Television 19, 25, 29, 40-41 □ Continental Electronics 99 □ R.C. Crisler & Co. Inc. 14 □ Delta Air Cargo 44 □ Frazier, Gross & Kadlec 24 □ The Graphic Express Corp. 85 □ Group W Productions 39 □ Harris Corp. 45, 75, 78-79 □ Hearst/ABC 9 □ Horizon Telecommunications 86 □ Kalil & Co. Inc. 42 □ Katz American Television 51 □ Katz Independent TV Sales 55 □ Katz Television Continental 53 □ KTLA 23 □ Le Parc Hotel 119 □ Midwest Corp. 71 □ NEC America Inc. Fourth Cover □ National Nutritional Foods Assn. 77 □ Orion Entertainment Corp. 15 □ Professional Cards 105 □ Cecil L. Richards Inc. 89 □ Selcom Radio 87, 95, 101, 103 □ Service Directory 104 □ Stolze Software Systems Inc. 97 □ The William B. Tanner Co. 121 □ Telepictures Corp. 16-17 □ The Tobacco Institute 10 □ Townsend Associates Inc. Third Cover □ Turner Program Services 12-13, 56-57 □ 20th Century-Fox Television 20-21 □ Viacom Front Cover □ Warner Bros. Television Distribution 27, 49 □ WBBM-TV 69 □ WCRB Productions 46 □ WCVB-TV 6 □ WHTT 43 □ WLS-TV 61 □ Worldvision Enterprises Inc. Second Cover/3 □

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BOSTON POPS ON THE RADIO

being offered by the network and expanded programing it expects to offer in the future." The name UPI Audio, Rice noted, dates to 1958 when UPI started offering voice reports and actualities to radio stations. He said the new name recognizes that "we have moved far beyond that early start, with the addition of hourly newscasts, live business reports and sportscasts, features and public affairs programs."

ABC additions

ABC Radio announced last week that its Direction Network has gained 25 new affiliates. Among the most recent additions are WIGO(AM) Atlanta, WMRE(AM) Boston, WRR(FM) Dallas, KLZ(AM) Denver and KKYX(AM) San Antonio, Tex. The Direction Network now has 176 affiliates.

Satellite roundup

With 1983 well under way, many broadcasters are now faced with decisions on whether to buy a satellite dish and, if so, which network to receive. Listed below are the major networks and program services along with the name of satellite and transponder used as well as an affiliate count (in some cases, an approximate number).

Three broadcast companies, ABC, CBS and NBC, plan to begin using RCA Americom's Satcom I-R satellite as soon as it becomes operational, which is expected to be sometime between April 1 and 12.

The RKO Radio Networks will move from Western Union's Westar III satellite to Satcom I-R in September. The Westar system delivers programing in an analog mode while the Satcom system transmits signals digitally.

Network	Satellite & transponder	Affiliates
ABC Radio Networks (Contemporary, Direction, Entertainment, FM, Information, Rock)	Satcom I, 23	1,850 (combined)
Talkradio (2 systems)	Satcom I, 23 Westar III, 4	
	(ABC will retain same transponder when it switches to Satcom I-R later this year. Talkradio will remain on two satellites for at least the remainder of 1983.	
Associated Press Radio	Westar III, 1	1,100
CBS Radio Network	Satcom I-R, 19	520 (combined)
RadioRadio	Satcom I-R, 19 (beginning in July)	
Music Country Network	Westar III, 1	81
Mutual	Westar IV, 1D and 2D	850
NBC Radio Network	Satcom I, 12	
The Source	Satcom I, 12	675 (combined)
Talknet (2 systems)	Satcom I, 12 Westar III, 1	
	(When NBC switches to Satcom I-R it will move to transponder 19. Talknet will move completely to Satcom system during first half of 1984).	
National Black Network (Service to Atlanta, Chicago, Dallas, Los Angeles and San Francisco)	Westar 1	106
	(NBN will announce full satellite distribution plans within the next two months.)	
National Public Radio	Westar IV, 1D and 2 D	279
RKO Radio Networks (One and Two)	Westar III, 1 and 4 (Switching to Satcom I-R, 19, in September.)	350
Satellite Music Network (Starstation, Country Coast-to-Coast, Stardust	Satcom III-R, 3	180 (combined)
Transtar Network	Westar III, 2	41
UPI Radio Network	Westar III, 1	1,130
Wall Street Journal Report	Westar III, 1	78

is principal in WTSO(AM)-WZEE(FM) Madison, Wis., plus various cable systems. KTYD is on 99.9 mhz with 34 kw and antenna 550 feet above average terrain.

WNAU(AM)-WOKM(FM) New Albany, Miss. □ Sold by Tallahatchie Broadcasting Corp. to Dixie Broadcasting for $735,000. **Seller** is owned by William O. Rutledge (28%), president, and four others. None have other broadcast interests. **Buyer** is a partnership of William Dunnavant, Albert Bush and Athens Broadcasting Co., which is licensee of WJMW(AM)-WZYP(FM) Athens, Ala., and of which Dunnavant owns 22.2%. WNAU is on 1470 khz with 500 w full time. WOKM is on 103.5 mhz with 36 kw and antenna 79 feet above average terrain.

WKAP(AM) Allentown, Pa. □ Sold by WKAP Inc. to LWB Allentown Corp. for $650,000. **Seller** is subsidiary of Jacksonville, Fla.-based Gulf United Broadcasting, group owner of four AM's, six FM's and three TV's, which last year bought KOOL-TV Phoenix for $78 million (BROADCASTING, June 22, 1982) and sold WVOJ-AM) Jacksonville, Fla., for $600,000 (BROADCASTING, Sept. 27, 1982). **Buyer** is owned through subsidiaries by James E. Moltz, chairman and president (11.6%), and over 40 others, whose other broadcast interests include WLAG(AM)-WWCG(FM) La Grange, Ga.; WHLI(AM)-WKJY(FM) Hempstead, N.Y., and WJYI(AM) Marietta, Ga. WKAP is on 1320 khz with 5 kw day and 1 kw night.

WHYW(AM) Braddock, Pa. □ Sold by Benns Communications Inc. to Christian Religious Enterprises Inc. for $500,000. **Seller** is principally owned by Robert A. Benns and family, whose other broadcast interests are WMYK(FM) Elizabeth City, N.C.; WZAM(AM) Norfolk, Va., WFLI(AM) Lookout Mountain and WJTT(FM) Red Bank, both Tennessee. They bought WHYW along with co-located WHYW-FM last year for $3 million (BROADCASTING, June 14, 1982). **Buyer** is group of seven member churches headed by J. Alfred Van Winsett, chairman. He is pastor of Ebenezer Baptist Church, Pittsburgh. WHYW is 1 kw daytimer on 1550 khz.

□ Other approved station sales include: KLMC(FM) Leadville, Colo.; WAPR(AM) Avon Park, Fla.; WMRC(AM) Milford, Mass.; WIMG (AM) Trenton, N.J., and WHSM-AM-FM Hayward, Wis. (see "For the Record," page 102).

Business

Cable took a beating in '81

Just-released FCC financial figures show 79% drop in profits from year before

The FCC's 1981 cable television financial figures contain a little good news and a little bad news for the industry. The good news is that operating revenues reached $3.589 billion in 1981, a 60% increase over 1980. The bad news, however, is that net income before taxes plummeted to $40 million, a 79% drop from the $168 million attained the year before.

Industry representatives, however, were quick to maintain that cable profits, which had dipped 15.7% in 1980 (BROADCASTING, Feb. 1, 1982), were sure to rebound. The 1981 figures, they said, reflected a temporary industry phase: A high rate of construction whiplashed by soaring interest rates and inflation.

The figures, projected by the commission from the accurate filings received covering 88% of all cable subscribers, otherwise do demonstrate growth. Total industry assets had a book value of $7.9 billion in 1981, a 78% increase over the year before. The number of subscribers increased 39.6% to $23.7 million. And pay revenues rose to $1.17 billion (32.6% of total revenues) a 103% increase from the $575 million generated by pay in 1980.

The figures, which will probably be the last (the FCC has proposed to stop requiring data altogether), also indicate that the average monthly rate for basic service was $7.94, ranging from an average low of $6.50 in Vermont to a high of $20.01 in Alaska. The average installation fee was $18.32, ranging from $11.45 in Rhode Island to $40 in the Virgin Islands. The average monthly rate for pay service was $9.56, ranging from $6 in the Virgin Islands to $12.93 in Alaska.

According to the numbers the FCC actually received, interest expenses increased to $399.3 million from $202.7 million, a 96.9% increase. Depreciation and amortization expenses shot up to $599.9 million from $399 million, a 50.3% increase. Payments to pay cable suppliers rose to $423.4 million from $222 million, a 90.7% increase.

California reported the most subscribers (2.3 million). New York (1.6 million) and Pennsylvania (1.4 million) were next in the number of two and three spots.

California operators also reported the highest profits ($34.7 million). But while New York came close with $24.6 million, Pennsylvania ($7.3 million) lost the profit race to Washington, whose operators reported $12 million—all from serving 504,958 subscribers.

The number of states posting cable losses also increased. While 12 states reported losing money in 1980, 17 were in the red in 1981. Leading the losers were Georgia ($25 million in the hole), Ohio ($22.6 million) and Florida ($15.2 million).

Ed Dooley, vice president of public affairs for the National Cable Television Association, was among those predicting that a rosier profit picture lay ahead. Cable construction would result in a 60% increase in a new plant from 1982 to 1987, he said, but construction costs—for building new systems and rewiring old ones—peaked last year. The industry is already moving from a "construction phase" to a "marketing and management phase," a move that will permit operators to start reaping revenues from the new and improved plant in place, he said. "As the construction phase winds down, the near-term potential for substantial profit is very bright," he said. State-by-state figures appear on the following pages. □

Bottom Line

Public monies. Public station WNET(TV) New York recently completed its most successful membership and fundraising drive in history. Over 16-day perod station (March 5-20), station raised $2.36 million, up 16% from year ago and just short of this year's stated goal of $2.5 million. Close to 54,500 pledges were received (up15%), with average pledge of about $43, more than $8 higher than station's basic membership fee of $35.

□

Stock offering. Multimedia Inc., Greenville, S.C., has filed with Securities & Exchange Commission for public offering of 1,621,282 shares of common stock. Price is set firm at $31 per share. Multimedia said proceeds would be added to general funding of pending acquisition to swap cable systems it owns in North Carolina for cable systems in Oklahoma owned by American Television & Communications (BROADCASTING, Feb. 7), plus service of short-term debt and expansion of existing cable systems. Multimedia owns 12 radio stations, five TVs, 13 daily and 24 nondaily newspapers. Goldman, Sachs & Co. is managing underwriter. Multimedia also said 1.2 million shares of offering will be new stock, and balance will be stock currently held by existing shareholders.

BEST AVAILABLE COPY

A state-by-state tracking of cable

State	1981 subscribers	1980 subscribers	% change	1981 operating revenues	1980 operating revenues	% change	1981 pay TV revenues
Alabama	407,606	330,840	23.2	63,985,891	44,648,004	43.3	18,804,305
Alaska	16,478	13,504	22.0	6,417,358	4,571,515	40.4	1,800,528
Arizona	109,690	120,162	−8.8	18,351,718	16,614,189	10.5	5,023,758
Arkansas	276,157	209,609	31.5	42,238,925	23,469,365	79.9	9,797,088
California	2,335,927	1,952,052	19.6	372,295,691	276,234,640	34.8	111,746,432
Colorado	186,757	132,242	41.2	28,743,152	15,821,771	81.7	11,314,752
Connecticut	394,180	318,335	23.8	55,518,873	40,066,654	38.6	11,520,733
Delaware	123,309	109,009	13.2	18,007,988	14,818,712	21.5	4,497,119
Florida	1,141,672	876,132	30.0	182,774,974	116,569,644	56.8	65,757,962
Georgia	542,209	387,961	39.8	91,572,371	58,619,887	56.2	27,062,352
Hawaii	161,533	125,457	28.8	19,737,701	16,074,052	22.8	1,776,127
Idaho	101,816	72,321	40.8	14,105,868	9,144,070	54.3	4,164,871
Illinois	616,007	480,112	28.3	85,682,242	60,948,696	40.6	29,947,540
Indiana	419,485	317,923	31.9	63,880,638	41,409,446	54.3	21,852,461
Iowa	337,761	260,240	29.8	54,044,616	35,010,443	54.4	21,689,924
Kansas	336,276	290,223	15.9	49,333,322	35,292,586	39.8	15,072,779
Kentucky	300,214	234,212	28.2	39,417,144	34,987,408	12.7	7,613,432
Louisiana	491,424	294,539	66.8	67,439,811	35,711,604	88.8	23,672,021
Maine	105,014	106,443	−1.4	15,499,060	13,152,096	17.8	4,499,095
Maryland	125,041	110,043	13.6	17,041,016	14,992,835	13.7	4,551,190
Massachusetts	406,415	344,532	17.9	58,001,521	42,135,476	37.7	16,728,558
Michigan	622,583	466,124	33.6	92,844,698	57,616,811	61.1	35,844,192
Minnesota	227,684	195,859	16.2	31,488,551	23,111,148	36.2	8,406,526
Mississippi	231,737	241,471	−4.1	33,843,578	30,755,771	10.0	8,968,600
Missouri	299,082	191,052	56.5	39,527,187	20,749,726	90.5	14,537,137
Montana	101,131	101,392	−0.3	18,004,829	14,275,878	26.1	4,100,753
Nebraska	145,637	107,748	35.1	22,017,846	14,846,539	48.3	7,029,056
Nevada	55,911	44,706	25.0	9,183,377	6,063,590	51.5	3,464,394
New Hampshire	106,690	86,379	23.5	13,583,431	10,148,368	33.8	1,952,311
New Jersey	823,813	549,659	49.8	140,619,951	78,038,864	80.2	58,563,968
New Mexico	165,496	125,997	31.3	25,723,340	18,103,199	42.1	7,578,268
New York	1,654,432	1,187,297	39.3	289,456,068	168,831,732	71.4	114,951,353
North Carolina	464,777	339,051	37.1	65,648,461	44,400,125	47.9	21,248,899
North Dakota	68,991	60,713	13.6	10,595,437	7,323,178	44.7	2,273,179
Ohio	1,072,468	818,053	31.1	151,026,663	107,343,426	40.7	55,302,902
Oklahoma	401,489	326,011	23.2	63,729,017	41,316,211	54.2	25,195,770
Oregon	270,362	195,301	38.4	40,504,609	23,633,091	71.4	12,106,356
Pennsylvania	1,498,011	1,334,156	12.3	180,645,489	142,227,720	27.0	53,105,947
South Carolina	254,142	176,649	43.9	39,076,322	24,989,184	56.4	12,519,187
South Dakota	64,744	55,474	16.7	9,204,277	6,282,165	46.5	2,374,785
Tennessee	325,040	250,489	29.8	58,506,303	36,655,714	59.6	14,766,615
Texas	1,232,745	986,521	24.9	183,492,915	120,485,432	52.3	62,268,747
Utah	55,750	34,959	59.5	8,811,654	4,791,944	83.9	3,604,142
Vermont	58,326	57,852	0.8	6,542,472	6,814,671	−4.0	1,478,242
Virginia	426,426	320,801	32.9	65,990,336	41,238,577	60.0	26,121,244
Washington	504,958	401,787	25.7	86,223,501	58,922,930	47.6	30,389,574
West Virginia	245,289	191,136	28.3	28,653,855	46,285,023	−38.1	6,364,551
Wisconsin	251,097	197,053	27.4	51,303,734	24,929,287	105.8	10,363,508
Wyoming	79,350	88,488	−10.3	13,996,717	13,538,914	3.4	4,427,295
Other (Rhode Island, Guam, Virgin Islands, Puerto Rico)	70,701	69,366	1.9	10,447,817	11,208,035	−6.8	2,082,453
U.S. Total	20,713,833	16,287,435	27.2	3,154,782,315	2,155,220,148	46.4	1,030,282,981
Totals projected to 100%	23,565,225	16,913,224		3,589,058,379	2,238,027,153		1,172,108,056

television's 1981 financial fortunes

1980 pay TV revenues	% change	1981 operating expenses	1980 operating expenses	% change	1981 net income	1980 net income	% change	% of subs not included
11,461,954	64.0	38,294,288	26,034,843	47.1	9,224,517	9,454,282	−2.4	0.0
1,088,633	65.4	4,047,294	3,260,646	24.1	664,545	161,088	312.5	2.0
4,405,938	14.0	13,038,417	9,922,940	31.4	−4,642,148	1,267,106	—	7.3
3,847,536	154.6	25,513,452	14,284,326	78.6	3,176,459	1,774,781	78.9	0.0
73,719,339	51.6	243,211,462	171,297,087	41.9	34,655,472	35,258,662	−1.7	1.7
4,353,230	159.9	21,213,780	10,187,906	108.2	−4,553,141	-234,261	—	0.0
8,065,402	42.8	33,052,760	22,048,959	49.9	2,852,176	4,746,228	−39.9	0.0
3,056,212	47.1	10,691,518	9,049,820	21.1	3,231,703	2,695,528	19.9	0.0
33,683,800	95.2	130,917,417	85,064,095	53.9	−15,211,691	-2,109,710	—	0.0
11,856,276	128.2	72,594,213	37,112,105	95.6	−24,980,799	-5,318,950	—	0.0
1,197,120	48.4	11,962,530	11,175,413	7.0	592,873	-579,384	—	0.0
1,898,722	119.3	8,443,393	5,009,275	68.6	1,723,317	1,859,116	−7.3	0.0
14,949,262	100.3	58,455,319	38,118,367	53.4	−9,259,289	5,900,770	—	0.0
11,365,938	92.3	43,979,326	27,667,541	58.9	−5,434,748	-1,108,529	—	0.0
11,381,543	90.6	34,004,291	23,537,611	44.5	1,390,464	1,965,622	−29.3	0.0
7,789,208	93.5	29,017,233	21,333,053	36.0	4,551,853	2,114,302	115.3	0.0
3,155,497	141.3	28,847,211	24,827,081	16.2	−7,212,477	-1,456,295	—	0.0
10,913,600	116.9	45,086,920	23,499,482	91.9	1,421,554	1,831,266	−22.4	0.0
2,865,715	56.9	8,990,010	7,834,729	14.7	1,256,772	355,018	254.0	9.1
3,899,368	16.7	13,353,099	11,837,680	12.8	−457,964	-458,298	—	4.3
8,266,113	102.4	36,206,137	27,190,189	33.2	5,748,656	2,879,888	99.6	0.0
15,699,316	128.3	66,488,674	36,756,558	80.9	−1,119,786	5,944,024	—	0.0
5,213,224	61.2	19,192,307	13,142,231	46.0	5,221,071	4,134,120	26.3	0.0
7,037,309	27.4	19,739,635	17,529,283	12.6	7,466,751	6,460,329	15.6	19.6
4,301,131	237.9	29,714,777	14,279,592	108.1	−11,645,097	77,995	—	0.0
2,944,637	39.3	9,736,701	7,470,539	30.3	5,934,958	5,101,863	16.3	12.3
3,417,492	105.7	14,563,112	7,704,087	89.0	−671,934	1,984,379	—	0.0
2,071,612	67.2	5,851,636	3,745,409	56.2	1,406,631	1,395,218	0.8	0.9
1,035,764	88.5	8,558,795	5,718,055	49.7	1,194,771	1,981,137	−39.7	8.8
29,798,617	96.5	97,833,053	52,323,194	86.9	823,461	6,033,948	−86.4	0.0
4,230,942	79.1	16,705,058	11,289,522	47.9	2,700,299	3,131,947	−13.8	0.0
47,701,246	140.9	185,783,145	108,710,905	70.9	24,560,484	17,711,345	38.7	0.0
12,634,632	68.2	37,848,885	24,935,538	51.8	1,208,529	4,047,412	−70.1	0.0
990,436	129.5	6,960,027	4,708,280	47.8	−114,594	127,183	—	0.8
29,859,033	85.2	101,886,988	71,745,524	42.0	−22,578,292	-1,973,748	—	0.0
13,733,605	83.5	38,689,041	23,728,619	63.0	10,423,910	8,394,751	24.2	0.0
5,711,903	111.9	30,658,618	15,539,951	97.3	1,225,815	3,064,091	−60.0	4.2
32,856,334	61.6	114,929,203	87,643,241	31.1	7,296,609	12,285,152	−40.6	0.0
6,726,472	86.1	26,661,495	16,848,734	58.2	−4,901,595	-4,034,513	—	0.0
1,326,403	79.0	5,364,949	3,847,427	39.4	671,588	628,933	6.8	6.9
7,143,967	106.7	39,311,106	29,760,574	32.1	−10,007,657	-9,275,958	—	0.0
31,801,940	95.8	128,536,302	82,322,419	56.1	5,083,576	8,896,153	−42.9	0.0
1,707,612	111.1	8,508,190	4,217,046	101.8	−7,530,676	-3,191,515	—	0.0
966,331	52.9	4,885,456	4,233,011	15.4	599,459	1,765,295	−66.1	18.9
12,047,130	116.8	46,476,180	29,429,000	57.9	−608,635	-1,663,102	—	0.0
18,530,318	63.9	57,107,963	37,631,899	51.7	12,083,803	12,030,309	0.4	2.1
8,966,547	−29.0	16,794,069	28,031,018	−40.1	3,615,858	11,417,065	−68.3	35.3
5,865,095	76.7	34,171,633	15,926,448	114.6	455,397	1,495,444	−69.6	0.0
4,073,094	8.7	7,913,052	8,082,960	−2.1	1,933,538	2,064,321	−6.4	26.7
1,914,076	8.8	6,783,819	8,121,858	−16.5	1,761,207	865,396	103.5	0.0
553,526,651	86.1	2,098,573,947	1,385,716,070	51.4	35,227,553	161,897,204	−78.3	12.1
574,794,030		2,387,456,140	1,438,957,497		40,076,852	168,117,553		0.0

Ratings Roundup

With the combination of a special, reprises of theatrical movie classics and its usual high-running series, CBS-TV won the prime time Nielsen ratings for the week ended March 20 by 4.4 points over ABC-TV and 5.3 points over NBC-TV. CBS averaged a 19.6 rating/31 share, while ABC had a 15.2/24 and NBC a 14.3/23.

CBS's coverage of *The People's Choice awards* from 9 to 11 p.m. NYT Thursday scored a 22.2/36, easily outdistancing the regular Thursday-night lineups against it on ABC and NBC and placing sixth for the week. "The Wizard of Oz" did a similar job on its ABC and NBC opposition at 8-10 p.m. Friday, averaging 21.7/34 and ranking ninth. A two-part repeat of "Gone With the Wind" had rougher going in its opener on Tuesday night, with a 19.6/31 that fell behind ABC's *Three's Company* (22.3/32) and *9 to 5* (20.2/30), but exceeded ABC's repeat of *Hart to Hart* (17.9/30), and also beat both of NBC's entries in the time period: *Remington Steele* (16.0/23) and *St. Elsewhere* (11.8/20). Part two of "GWTW" on Wednesday (19.5/30) also wasn't quite up to ABC's *Fall Guy* (19.8/29) and *Dynasty* (22.0/35) but took care of repeats of NBC's regular lineup.

The second highest rated movie was on ABC, a repeat of "Close Encounters of the Third Kind." Shown from 8 to 11 p.m. Monday, it topped everything, scoring 20.1/31, although *Mothers Against Drunk Driving*, NBC's made-for-TV movie, gave it a run in its last two hours, averaging 19.7/30 and ranking 15.

Probably the most controversial and publicized movie of the week, NBC's made-for-TV *Special Bulletin*, managed a 15.1/24, nowhere near CBS's regular Sunday night lineup for that time period but well ahead of "The Face of Rage" movie on ABC (13.5/22) (see story, this page).

CBS had two premieres, *Ace Crawford, Private Eye* at 8 p.m. Tuesday, and *Gun Shy* following it at 8:30. Both were aced by the competition, coming in third. *Crawford* had a 15.0/22, behind ABC's *Happy Days* (16.3/24), and *Gun Shy* did a 14.3/21, short of *Laverne and Shirley* (16.2/24) on ABC. But the big winner in the hour was NBC's *The A Team*, the strongest performer among recent entries, which upped its numbers to 21.3/32 and took 10th place for the week.

Monitor, NBC's new news magazine, lost some ground in its second appearance, dropping from a 8.8/15 premiere the Saturday before to a 7.1/13.

The First 20

1.	*60 Minutes*	CBS 27.2/43
2.	*Magnum, P.I.*	CBS 25.8/41
3.	*Dallas*	CBS 25.0/42
4.	*Trapper John, M.D.*	CBS 23.4/40
5.	*Three's Company*	ABC 22.3/32
6.	*People's Choice awards*	CBS 22.2/36
7.	*Dynasty*	ABC 22.0/35
8.	*Newhart*	CBS 22.0/34
9.	"Wizard of Oz"	CBS 21.7/34
10.	*A Team*	NBC 21.3/32
11.	*Jeffersons*	CBS 20.5/31
12.	*9 to 5*	ABC 20.2/30
13.	*ABC Monday Night Movie*—"Close Encounters of the Third Kind"	ABC 20.1/31
14.	*Fall Guy*	ABC 19.8/29
15.	*NBC Monday Night Movie*—"Mothers Against Drunk Driving"	NBC 19.7/30
16.	*CBS Tuesday Night Movie*—"Gone With the Wind" part one	CBS 19.6/31
17.	*CBS Wednesday Night Movie*—"Gone With the Wind" part two	CBS 19.5/30
18.	*Archie Bunker's Place*	CBS 19.0/29
19.	*CBS Saturday Night Movie*—*Still The Beaver*	CBS 18.9/23
20.	*Real People*	NBC 18.1/28

The Final Five

62.	*Voyagers*	NBC 8.5/13
63.	*Teachers Only*	NBC 8.4/13
64.	*Gavilan*	NBC 8.0/14
65.	*Monitor*	NBC 7.1/13
66.	*Magic Planet*	ABC 7.0/11

reported their combination of *Three's Company* and *Laverne & Shirley* placed second in the 6-7 p.m. period in Nielsen, with an 11 rating, behind CBS affiliate KPIX's news (15 rating) but ahead of news on ABC-owned KGO-TV (10) and NBC affiliate KRON-TV (6). In Arbitron, KGO-TV was the leader with a 14 rating, with KPIX news second at 13, KTVU's off-network shows 10 and KRON news 5.

In the 7:30 access period, KTVU's *Barney Miller* and KPIX's *Evening Magazine* tied for first place with a 15 rating in the Nielsens, while in Arbitron KPIX and *People's Court* on KGO tied for first at 14, followed by KTVU at 12. In the 11 o'clock news period, *M*A*S*H* on KTVU tied with KRON-TV news on a Nielsen rating of 6, while in Arbitron KRON-TV had a 5 and KTVU a 4. The news on both KGO-TV and KPIX was in the 11-12 range in both services.

■ In Detroit, independent WKBD-TV, on channel 50, scored what Vice President and General Manager George H. Williams called the highest rating ever produced by an independent in prime time in the top 100 markets, a 31/43, with a repeat of *M*A*S*H*'s first network episode in the half-hour before CBS's special *M*A*S*H* finale opened at 8:30 on WJBK-TV, the local CBS affiliate. Leading into that episode, WKBD presented a rerun of a one hour *M*A*S*H* and drew a 22/32. (The numbers are Nielsen, the only meter service in the market.)

In the 5-7 p.m. period the network stations offer a combination of syndicated programs and news, local and network, with ABC-owned WXYZ's local newscast starting at 5 p.m. and those of the other affiliates WDIV (NBC) and WJBK (CBS) running 5:30-6:30 p.m. In the 6-7 p.m. hour, WKBD scored 7/15 with *CHiPs*, fourth in the time period, and WXON(TV), an independent on channel 20, was fifth with 6/13 for *Buck Rogers*; WXYZ's *Action News* took the hour with a 13/27. At 6-6:30 p.m., *Mork and Mindy* on WKBD did a 10/20 for second place, behind 16/29 for news on WXYZ. WXON's *B.J. and Lobo Show* did a 6/12 in that half-hour, a point ahead of WJBK news.

In access time, *Tic Tac Dough* on WDIV was first with 16/26, followed by *People's Court* on WXYZ at 15/25, *Three's Company* on WKBD at 14/23, *PM Magazine* on WJBK at 6/10 and the second half of *Kojak* on WXON at 3/5.

At 11 p.m., the half hour went to local newscasts of WXYZ, WDIV and WJBK, in that order, while WKBD pulled a 7/14 with *Sanford and Son*. (WXON offers subscription TV after 8 p.m.) □

'Special Bulletin' draws 1,255 phone protests

Complaints about show outnumber approvals by two-to-one, despite 31 disclaimers NBC used

Not unexpectedly, NBC-TV's *Special Bulletin*, a made-for-TV movie depicting the realistic news coverage of a fictional nuclear threat, stirred up a raft of complaints among viewers around the country—despite repeated in-program advisories assuring them that what they were seeing was fiction, not fact.

NBC said the three-hour presentation on Sunday night (March 20) sparked 2,181 tele-

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dicator; Lastelick is Dallas-based attorney, and Dodson is president and general manager of KQAM(AM)-KEYN-FM Wichita, Kan., which are owned by Pride, Long and Lastelick. Filed March 9.

■ KZEU(FM) Victoria, Tex. (107.9 mhz, 50 kw, HAAT: 500 ft.)—Seeks transfer of control of McDougal Broadcasting Inc. from Dudley B. McDougal (80% before; none after) to Longcrier Communications (25% before; 100% after). Consideration: $100,000. Principals: Seller is president and has no other broadcast interests. Buyer is Austin, Tex.-based general partnership, principally owned by Steven W. Longcrier, which owns KELG(AM) Elgin, Tex. Filed March 10.

■ WOKY(AM) Milwaukee and WMIL-FM Waukesha, both Wisconsin (920 khz, 5 kw-D, 1 kw-N; FM: 106.1 mhz, 50 kw, HAAT: 925 ft.)—Seeks assignment of license from Surrey Broadcasting Inc. to Sundance Broadcasting of Wisconsin Inc. for $4,750,000 (BROADCASTING, March 21). Seller is Denver-based radio station group owner which also owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and KATT-AM-FM Oklahoma City. Surrey is divesting WOKY and WMIL while keeping KYKY St. Louis, all of which are in process of acquisition from Charter for $10 million. Buyer is headed by David E. Reese, chairman, and Michael D. Jorgenson, president, and owner of KIDO(AM)-KDIG(FM) Boise, Idaho. Filed March 10.

■ KMMZ(AM) Greybull, Wyo. (1140 khz, 10 kw-D)—Seeks transfer of control of KMMZ Radio Limited Partnership from Dennis E. Reno (20% before; none after) to Jesse Ames Crosby (none before; 20% after). Consideration: Assumption of approximately $24,000 in outstanding bank notes. Principals: Seller is owned by Robert Baird (80% nonvoting stock) and Dennis E. Reno (20%). Latter is, subject ot FCC approval, buying out his partner, and will then transfer 100% to Crosby by July 1985. Reno is also permittee of KZMQ(FM) Greybull, Wyo. Buyer is program and news director at KMMZ and has no other broadcast interests. Filed March 14.

■ WEZI(FM) Memphis (105.9 mhz, 100 kw; HAAT: 760 ft.)—Seeks assignment of license from Harte-Hanks Radio Inc. to FirstCom Corp. for $3,200,000 (BROADCASTING, Feb. 28). Seller is subsidiary of Harte-Hanks Communications Inc., publicly traded, San Antonio, Tex.-based publisher of 29 newspapers and group owner of five AM's, six FM's and four TV's. Robert G. Marbut is president and CEO. Harte-Hanks acquired WEZI when it bought Southern Broadcasting group of seven radio stations in 1978 for $33 million (BROADCASTING, June 26, 1978). Buyer is owned by Kerby Confer and Jerome H. Atchley. They own KSSN(FM) Little Rock, Ark., acquiring full control this year for $2,425,000 (BROADCASTING, Jan. 17). Confer also is principal in WDIX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss., and WSSL(FM) Grey Court, S.C. Filed March 10.

Actions

■ KYTD(FM) Santa Barbara, Calif. (99.9 mhz, 34 kw, HAAT: 550 ft.)—Granted assignment of license from Antares Broadcasting Co. to KTYD Inc. for $1,225,000. Seller: Southern Minnesota Broadcasting Co. (80%) and Gregory D. Gentling Jr. (20%). SMBC is owned by G. David Gentling, father of Gregory Gentling, who owns four AM's and four FM's, including co-located KBLS(AM). Buyer: Robert C. Liggett Jr. and N.L. Benton (50% each). Liggett is principal owner of WFMK(FM) East Lansing, Mich.; WZZR(FM) Grand Rapids, Mich.; WZLD(FM) Cayce-Columbia, S.C.; WHNN(FM) Bay City-Saginaw, Mich.; WLFF(AM) Columbia, S.C. He also was granted FCC approval to sell WLOL(FM) Minneapolis-St. Paul and buy WABX(FM) Detroit. Benton is one-third owner of Midcontinent Broadcasting Co., licensee of KELO-TV Sioux Falls, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota. he also has interests in WTSO(AM)-WZEE(FM) Madison, Wis., plus various cable systems. (BALH-821221HV). Action March 10.

■ KLMC(FM) [CP] Leadville, Colo (93.5 mhz, 3 kw, HAAT: 42 ft.)—Granted assignment of license from Sears Broadcasting of Colorado Inc. to Sprague Broadcasting Inc. for $14,375 plus assumption of $6,944 in obligations. Seller: Michael J. Sears (100%), who is former owner of WAEC-(AM) Atlanta, Ga., which he sold last year for $800,000 (BROADCASTING, April 5, 1982). Buyer: Robert D. Hanna (49%) and Stanley M. Sprague (51%). Hanna is Dallas-based media broker and consultant and principal owner of KCLW(AM) Hamilton, Tex.; 50% owner of KICS(AM)-KEZH(FM) Hastings, Neb.; 49% owner of KLRR(AM) Leadville, Colo., and minority stockholder of KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookston, Minn. He also bought, subject to FCC approval, KMIO-AM-FM Merkel, Tex. Sprague is vice president and general manager and 51% owner of Sprague Broadcasting, prospective assignee of KLRK(AM) Leadville, Colo. (BAPH-821217HR). Action March 9.

■ WAPR(AM) Avon Park, Fla. (1390 khz, 1 kw-D)—Granted assignment of license from Florida Broadcasting Corp. to Florida Outdoor Inc. for $300,000. Seller: Robert D. Stoehr (100%), who has no other broadcast interests. Buyer: Eldon R. Lindsey (100%), who is chairman of Bradenton, Fla., outdoor advertising firm and has no other broadcast interests. (BAL-830118FI). Action March 9.

■ WIZY-AM-FM Gordon, Ga. (1560 khz, 5 kw-D; FM: 107.1 mhz, 850 w, HAAT: 565 ft.)—Dismissed assignment of license from Sun Coast Radio Inc. to Broadcast Services Inc. for $550,000. (BAPLH-821102HV). Action March 8.

■ WASK-AM-FM Lafayette, Ind. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Lafayette Broadcasting Inc. to Duchossois Enterprises Inc. for $2,425,000. Seller is owned by Henry Rosenthal (87%), George Williamson (7%) and Jerry Clough (6%), who have no other broadcast interests. Earlier deal to sell stations to Allied Broadcasting Systems Inc. for $2.65 million fell through (BROADCASTING, Nov. 12, 1981). Buyer is owned by Richard L. Duchossois, who owns KDAL(AM) Duluth, Minn., which he bought in 1981 for $1.9 million (BROADCASTING, July 27, 1981). (BAL-830113hW,X). Action March 9.

■ WMRC(AM) Milford, Mass. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Milford Radio Corp. to Loren F. Ghiglione for $290,000. Seller: Estate of Lawrence Shane, which has no other broadcast interests. Earlier deal to sell station to Brent Lambert and Eric Johnson for $315,000 fell through (BROADCASTING, April 12, 1982). Buyer: Ghiglione owns and operates daily, *The News*, Southbridge, Mass., and has no other broadcast interests. (BAL-830120FM). Action March 9.

■ WELZ(AM) Belzoni, Miss. (1460 khz, 1 kw-D)—Dismissed transfer of control of Humphreys County Broadcasting Inc. from Herb L. Guthrie (99% before; none after) to Heart of Dixie Broadcasting of Mississippi Inc. (none before; 100% after). Consideration: $165,000. (BTC-821220FQ). Action March 9.

■ WJTV(TV) Jackson, Miss. (CBS, ch. 12, 316 kw vis., 63.1 kw aur., HAAT: 1,630 ft.)—Granted assignment of license from Capitol Broadcasting Co. to News-Press & Gazette Co. for $19 million. Seller is Jackson, Miss.-based group owner of one AM, one FM and three TV's that also sold, subject to FCC approval, KKTV(TV) Colorado Springs for $15.5 million (BROADCASTING, Nov. 8, 1982). T.M. Hederman Jr. is president. Buyer is St. Joseph, Mo., publisher of daily *St Joseph News Press* (evening and Sunday) and *St. Joseph Gazette* (morning) and is principally owned by David R. Bradley Sr. and family. They also own WSAV(TV) Savannah, Ga., and KAAL(TV) Austin, Minn. (BALCT-830114KL). Action March 7.

■ WNAU(AM)-WOKM(FM) New Albany, Miss. (1470 khz, 500 w-U, FM 103.5 mhz, 36 kw, HAAT: 79 ft.)—Granted assignment of license from the Tallahatchie Broadcasting Corp. to Dixie Broadcasting for $735,000. Seller: William O. Rutledge (28%), president, and four others, none have other broadcast interests. Buyer: William E. Dunnavant, Athens Broadcasting Inc., and Albert Bush Jr. (one-third each). Athens Broadcasting owns WJMW(AM)-WZYP(FM) Athens, Ga., and is principally owned by H.F. Dunnavant, president, and William E. Dunavant. (BAL-821230GQ). Action March 10.

■ WQRB(AM)-WBAG(FM) Burlington, N.C. (1150 khz, 1 kw-D; FM: 93.9 mhz, 50 kw, HAAT: 230 ft.)—Dismissed assignment of license from Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for $1.75 million. (BAL-830107HL). Action March 9.

■ WIMG(AM) Trenton, N.J. (1300 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Progressive Communications Inc. to Crusade Broadcasting Corp. for $425,000. Seller: Jeanne Greenberg and husband, Herbert Greenberg, who have no other broadcast interests. Buyer: L.E. Willis, who owns WPCE(AM) Portsmouth, WOWI(FM) Norfolk and WGOE(AM) Richmond, all Virginia, and WKUE(FM) Green Cove Springs, Fla. (BAPL-821004GW). Action March 9.

■ WKAP(AM) Allentown, Pa. (1320 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from WKAP Inc. to LWB Allentown Corp. for $650,000. Seller: Subsidiary of Jacksonville, Fla.-based Gulf United Broadcasting, group owner of four AM's, six FM's and three TV's. Last year it sold WVOJ(AM) Jacksonville, Fla., for $600,000, and bought KOOL-TV Phoenix for $78 million (BROADCASTING, June 21, 1982). Buyer: Subsidiary of Lawrence-Williams Broadcasting Corp., which is owned by C.J. Lawrence & Co. Inc., owned by James E. Moltz, chairman and president (11.6%) and over 40 others. C.J. Lawrence Inc. owns 25% of WHLI(AM)-WKJY(FM) Hempstead, N.Y. Moltz also is chairman of LWB Atlantic Corp., licensee of WLAG(AM)-WWCG(FM) La Grange, Ga., and which owns one-third of WJYI(AM) Marietta, Ga. (BAL-830121FS). Action March 9.

■ WHYW(AM) Braddock, Pa. (1550 khz, 1 kw-D)—Granted assignment of license from Benns Communications Inc. to Christian Religious Enterprises Inc. for $500,000. Seller is principally owned by Robert A. Benns and family, whose other broadcast interests include WMYK(FM) Elizabeth City, N.C.; WZAM(AM) Norfolk, Va.; WFLI(AM) Lookout Mountain, and WJRR(FM) Red Bank, both Tennessee. They bought WHYW along with co-located FM last year for $3 million (BROADCASTING, June 14, 1982). Buyer: Group of seven churches headed by J. Alfred Van Winsett, chairman, Ebenezer Baptist Church, Pittsburgh. None have other broadcast interests. (BAL-83011BFK). Action March 9.

■ WHSM-AM-FM Hayward, Wis. (910 khz, 5 kw-D; FM: 101.7 mhz, 3 kw, HAAT: 466 ft.)—Granted assigment of license from Inland Communications Corp. to Windsor Communications Inc. for $300,000. Seller: William Landgraf Jr. (50.1%) and his wife Arbadella (39.9%) and Indru S. Thawani (10%), who have no other broadcast interests. Buyer is principally owned by Paul E. Lowrey (70%), who is news director at WKTY(AM)-WSPL(FM) Lacrosse, Wis. (BALH-821229GO). Action March 10.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

Facilities changes

AM applications

Tendered

KMFO (1540 khz) Aptos-Capitola, Calif.—Seeks CP to change city of license to Soquel-Capitola, Calif.; change hours of operation to unlimited by adding night serving with 10 kw, and install DA-2. Ann. March 18.

■ WAVI (1210 khz) Dayton, Ohio—Seeks CP to increase power to 1 kw. Ann. March 16.

■ WNBG (1480 khz) Waynesboro, Tenn.—Seeks CP to change frequency to 890 khz; change hours of operation to